



ORDER

Flight Dates 09/12/12-09/17/12

<u>Order Sep</u> 00:20:00

Demographic

UNKWN

A25-54

Product Estimate # 1747

Contract / Revision 310522 / Carmona for Arizona Alt Order #

Original Date / Revision Agency Com 15% Billing Type Cash

09/11/12 09/11/12 Billing Contact Order Type GENERAL

Advertiser Carmona / Democrat / US Se Billing Cycle EOM/EOC

1010 Wisconsin Avenue - Suite #80 Billing Calendar BROADCAST

Washington, DC 20007

Agency GMMB Inc Rev Codes POL POL CAND

Buying Contact
Sales Office EWSDC Product Codes PL

1010 Wisconsin Avenue - Suite #80 Sales Region NAT Priority P-1

Washington, DC 20007 Agency Ref 2 Advertiser Ref

Start Date

Primary Account Executive

Order%

Dave Lombardo

Account Executive

Dave Lombardo	100%		
Tanya Winscott	%		
		Order Share 19%	Market Value 257

End Date

Competing Station % of Order Amount CABLE % 0 **KASW** 3% 7728 **KDRX** % 0 **KPHO** 22% 56678 **KPNX** 24% 61831 **KPPX** % 0 **KSAZ** 18% 46373 **KTVK** 11% 28339 **KTVW** % 0 **KUSK** % 0 **KUTP** 3% 7728

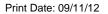
%

0

Order Totals Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating Start Date	End Date	# Spots	pots Net Amount Gross Am		
September 2012	114	\$41,607.50	\$48,950.00	0.00 08/27/12	09/17/12	114	\$41,607.50	\$48,950.00	
Totals	114	\$41,607.50	\$48,950.00	0.00					

									Tota	als
Ln Ch Start End	Inventory Code	Break	Start/End	Γime Days	Len Sp	oots	Rate Pri	Rtg Type	Spots	Amount
1 KNXV 09/12/12 09/14/12	M-F 5-6am M-F 5-6am	СМ	5am-6am	WГF	:30	4	\$70.00 P-6	0.00 NM	4	\$280.00
Start Date End Date Week: 09/10/12 09/16/12	Weekdays WTF	Spots/Week 4	Rate \$70.00	Rating 0.00						
2 KNXV 09/17/12 09/17/12	M-F 5-6am M-F 5-6am	СМ	5am-6am	M	:30	1	\$70.00 P-6	0.00 NM	1	\$70.00
Start Date End Date Week: 09/17/12 09/23/12	Weekdays M	Spots/Week 1	<u>Rate</u> \$70.00	Rating 0.00						
E 3 KNXV 09/12/12 09/14/12		CM	6am-7am	WГF	:30	4	\$150.00 P-6	0.00 NM	4	\$600.00



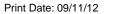




<u>Original Date / Revision</u> 09/11/12/ 09/11/12 <u>Order Sep</u> 00:20:00

Advertiser Carmona / Democrat / US S Product Carmona for Arizona Estimate # 1747

Ln Ch Start	End	Inventory Code	Break	Start/End Ti	me Davs	Len Spo	nts	Rate Pri	Rta Type	Tot Spots	als Amount
Zii Gii Gtait	2110	M-F 6-7am	Dioak	otary Erra Tr	mo Bayo	2011 000		1100	rug Typo	Opolo	Antodik
Start Date Week: 09/10/12	End Date 09/16/12	M-F 6-7am Weekdays WTF	Spots/Week	Rate \$150.00	Rating 0.00						
4 KNXV 09/17/		M-F 6-7am M-F 6-7am	СМ	6am-7am	M	:30	1	\$150.00 P-6	0.00 NM	1	\$150.00
Start Date Week: 09/17/12	End Date 09/23/12	Weekdays M	Spots/Week 1	<u>Rate</u> \$150.00	Rating 0.00						
E 5 KNXV 09/12/	12 09/14/12	M-F 7-9am M-F 7-9am	СМ	7am-9am	WTF	:30	6	\$150.00 P-6	0.00 NM	6	\$900.00
Start Date Week: 09/10/12	End Date 09/16/12	Weekdays WTF	Spots/Week 6	<u>Rate</u> \$150.00	Rating 0.00						
6 KNXV 09/17/		M-F 7-9am M-F 7-9am	СМ	7am-9am	M	:30	1	\$150.00 P-6	0.00 NM	1	\$150.00
Start Date Week: 09/17/12	End Date 09/23/12	Weekdays M	Spots/Week 1	<u>Rate</u> \$150.00	Rating 0.00						
7 KNXV 09/15/	12 09/15/12	Sa 6-7am GMA Sa 6-7am Good I	CM Morning	6am-7am	S-	:30	1	\$165.00 P-3	0.00 NM	1	\$165.00
Start Date Week: 09/10/12	End Date 09/16/12	Weekdays S-	Spots/Week 1	<u>Rate</u> \$165.00	Rating 0.00						
8 KNXV 09/16/	12 09/16/12	Su 6-7am GMA Su 6-7am Good I	CM Morning	6am-7am	S	:30	1	\$165.00 P-3	0.00 NM	1	\$165.00
Start Date Week: 09/10/12	End Date 09/16/12	Weekdays	Spots/Week 1	<u>Rate</u> \$165.00	Rating 0.00						
9 KNXV 09/16/	12 09/16/12	Su 8-9am ABC This Week	СМ	8-9am	S	:30	1	\$1,000.00 FX	0.00 NM	1	\$1,000.00
Start Date Week: 09/10/12	End Date 09/16/12	Weekdays S	Spots/Week 1	Rate \$1,000.00	Rating 0.00						
10 KNXV 09/12/	12 09/14/12	M-F 9am-10am Sonoran Living	СМ	9am-10am	WTF	:30	4	\$100.00 P-3	0.00 NM	4	\$400.00
Start Date Week: 09/10/12	End Date 09/16/12	Weekdays WTF	Spots/Week 4	<u>Rate</u> \$100.00	Rating 0.00						
11 KNXV 09/17/	12 09/17/12	M-F 9am-10am Sonoran Living	СМ	9am-10am	M	:30	1	\$100.00 P-3	0.00 NM	1	\$100.00
Start Date Week: 09/17/12	End Date 09/23/12	Weekdays M	Spots/Week 1	<u>Rate</u> \$100.00	Rating 0.00						
E 12 KNXV 09/12/	12 09/14/12	M-F 10am-11am The View	СМ	10am-11am	WГF	:30	4	\$450.00 P-3	0.00 NM	4	\$1,800.00
Start Date Week: 09/10/12	End Date 09/16/12	Weekdays WTF	Spots/Week 4	<u>Rate</u> \$450.00	Rating 0.00						
13 KNXV 09/17/	12 09/17/12	M-F 10am-11am The View	СМ	10am-11am	М	:30	1	\$450.00 P-3	0.00 NM	1	\$450.00
Start Date Week: 09/17/12	End Date 09/23/12	Weekdays M	Spots/Week 1	<u>Rate</u> \$450.00	Rating 0.00						
E14 KNXV 09/12/	12 09/14/12	M-F 11am-12pm ABC15 News at	CM 11AM	11am-12pm	WTF	:30	4	\$80.00 P-6	0.00 NM	4	\$320.00
Start Date Week: 09/10/12	End Date 09/16/12	<u>Weekdays</u> WTF	Spots/Week 4	Rate \$80.00	Rating 0.00						
15 KNXV 09/17/	12 09/17/12	M-F 11am-12pm ABC15 News at 7	CM 11AM	11am-12pm	M	:30	1	\$100.00 P-6	0.00 NM	1	\$100.00
Start Date	End Date	Weekdays	Spots/Week	Rate	Rating						







<u>Original Date / Revision</u> 09/11/12/ 09/11/12 <u>Order Sep</u> 00:20:00

Advertiser Carmona / Democrat / US S Product Carmona for Arizona Estimate # 1747

										Tota	als
Ln Ch St	art End	Inventory Code	Break	Start/End Ti	me Days	Len Sp	ots	Rate Pri	Rtg Type		Amount
15 KNXV 09/	7/12 09/17/12	2 M-F 11am-12pm ABC15 News at 1	CM 11AM	11am-12pm	М	:30	1	\$100.00 P-6	0.00 NM	1	\$100.00
Start Da Week: 09/17/12		Weekdays M	Spots/Week 1	<u>Rate</u> \$100.00	Rating 0.00						
E16 KNXV 09/	2/12 09/14/12	2 M-F 12pm-1pm The Chew	СМ	12pm-1pm	WГF	:30	4	\$200.00 P-3	0.00 NM	4	\$800.00
Start Da Week: 09/10/12		Weekdays WTF	Spots/Week 4	Rate \$200.00	Rating 0.00						
17 KNXV 09/	7/12 09/17/12	2 M-F 12pm-1pm The Chew	CM	12pm-1pm	М	:30	1	\$200.00 P-3	0.00 NM	1	\$200.00
Start Da Week: 09/17/12		Weekdays M	Spots/Week 1	Rate \$200.00	Rating 0.00						
E 18 KNXV 09/	2/12 09/14/12	2 M-F 2pm-3pm General Hospital	CM	2pm-3pm	WГF	:30	4	\$175.00 P-6	0.00 NM	4	\$700.00
Start Da Week: 09/10/12		Weekdays WTF	Spots/Week 4	<u>Rate</u> \$175.00	Rating 0.00						
19 KNXV 09/	7/12 09/17/12	2 M-F 2pm-3pm General Hospital	СМ	2pm-3pm	M	:30	1	\$175.00 P-6	0.00 NM	1	\$175.00
Start Da Week: 09/17/12		Weekdays M	Spots/Week	<u>Rate</u> \$175.00	Rating 0.00						
E 20 KNXV 09/		2 M-F 3pm-4pm Katie	СМ	3pm-4pm	WГF	:30	8	\$400.00 P-3	0.00 NM	8	\$3,200.00
Start Da Week: 09/10/12	_	Weekdays WTF	Spots/Week 8	Rate \$400.00	Rating 0.00						
21 KNXV 09/	7/12 09/17/12	2 M-F 3pm-4pm Katie	СМ	3pm-4pm	M	:30	2	\$500.00 P-3	0.00 NM	2	\$1,000.00
Start Da Week: 09/17/12		Weekdays M	Spots/Week 2	Rate \$500.00	Rating 0.00						
E 22 KNXV 09/	2/12 09/14/12	2 M-F 430pm-5pm M-F 430pm-5pm		430pm-5pm	WГF	:30	4	\$500.00 P-2	0.00 NM	4	\$2,000.00
Start Da Week: 09/10/12		Weekdays WTF	Spots/Week 4	Rate \$500.00	Rating 0.00						
23 KNXV 09/	7/12 09/17/12	M-F 430pm-5pm M-F 430pm-5pm		430pm-5pm	М	:30	1	\$500.00 P-2	0.00 NM	1	\$500.00
Start Da Week: 09/17/12		Weekdays M	Spots/Week 1	Rate \$500.00	Rating 0.00						
E 24 KNXV 09/	2/12 09/14/12	2 M-F 4pm-430pm 4PM News	СМ	4pm-430pm	WГF	:30	4	\$200.00 P-6	0.00 NM	4	\$800.00
Start Da Week: 09/10/12		Weekdays WTF	Spots/Week 4	Rate \$200.00	Rating 0.00						
25 KNXV 09/	7/12 09/17/12	2 M-F 4pm-430pm 4PM News	СМ	4pm-430pm	М	:30	1	\$200.00 P-6	0.00 NM	1	\$200.00
Start Da Week: 09/17/12		Weekdays M	Spots/Week 1	<u>Rate</u> \$200.00	Rating 0.00						
E 26 KNXV 09/	2/12 09/14/12	M-F 5pm-530pm M-F 5pm-530pm		5pm-530pm	WГF	:30	4	\$250.00 P-6	0.00 NM	4	\$1,000.00
Start Da Week: 09/10/12		Weekdays WTF	Spots/Week 4	<u>Rate</u> \$250.00	Rating 0.00						
27 KNXV 09/	17/12 09/17/12	M-F 5pm-530pm M-F 5pm-530pm		5pm-530pm	M	:30	1	\$250.00 P-6	0.00 NM	1	\$250.00
Start Da	te End Date	Weekdays	Spots/Week	Rate	Rating						





<u>Original Date / Revision</u> 09/11/12/ 09/11/12 <u>Order Sep</u> 00:20:00

Advertiser Carmona / Democrat / US S Product Carmona for Arizona Estimate # 1747

										Tota	als
Ln Ch Start E	∃nd	Inventory Code	Break	Start/End Ti	me Days	Len Spot	s Rat	e Pri	Rtg Type		Amount
27 KNXV 09/17/12 09	9/17/12	M-F 5pm-530pm M-F 5pm-530pm	CM	5pm-530pm	M	:30	1 \$250.	00 P-6	0.00 NM	1	\$250.00
	d Date /23/12	Weekdays M	Spots/Week 1	Rate \$250.00	Rating 0.00						
E 28 KNXV 09/12/12 09	9/14/12	M-F 6pm-630pm M-F 6pm-630pm	СМ	6pm-630pm	WГF	:30	4 \$250.	00 P-6	0.00 NM	4	\$1,000.00
	d Date /16/12	Weekdays WTF	Spots/Week 4	Rate \$250.00	Rating 0.00						
29 KNXV 09/17/12 09	9/17/12	M-F 6pm-630pm M-F 6pm-630pm	СМ	6pm-630pm	M	:30	1 \$250.	00 P-6	0.00 NM	1	\$250.00
Week: 09/17/12 09/	d Date /23/12	Weekdays M	Spots/Week 1	Rate \$250.00	Rating 0.00						
30 KNXV 09/16/12 09		Su 5pm News SU 5pm-530pm N		5pm-530pm	S	:30	1 \$250.	00 P-3	0.00 NM	1	\$250.00
	d Date /16/12	<u>Weekdays</u> S	Spots/Week 1	<u>Rate</u> \$250.00	Rating 0.00						
E31 KNXV 09/12/12 09	9/14/12	M-F 630pm-7pm M-F 630p-7p	СМ	630pm-7pm	WГF	:30	4 \$700.	00 P-3	0.00 NM	4	\$2,800.00
	d Date /16/12	Weekdays WTF	Spots/Week 4	Rate \$700.00	Rating 0.00						
32 KNXV 09/17/12 09	9/17/12	M-F 630pm-7pm M-F 630p-7p	СМ	630pm-7pm	М	:30	1 \$700.	00 P-3	0.00 NM	1	\$700.00
	d Date /23/12	Weekdays M	Spots/Week 1	<u>Rate</u> \$700.00	Rating 0.00						
33 KNXV 09/17/12 09	9/17/12	CMA Music Festiv		7-10pm	M	:30	2 \$2,000.	00 P-6	0.00 NM	2	\$4,000.00
Week: 09/17/12 09/	d Date /23/12	Weekdays M		Rate \$2,000.00	Rating 0.00						
34 KNXV 09/12/12 09		Wednesday Prime Wednesday Prime	е В	8pm-9pm	W	:30	1 \$5,000.	00 P-3	0.00 NM	1	\$5,000.00
Week: 09/10/12 09/	d Date /16/12	<u>Weekdays</u> W	Spots/Week 1	Rate \$5,000.00	Rating 0.00						
35 KNXV 09/12/12 09		Wednesday Prime Wednesday Prime	e C	9pm-10pm	W	:30	1 \$1,000.	00 P-6	0.00 NM	1	\$1,000.00
Week: 09/10/12 09/	d Date /16/12	<u>Weekdays</u> W	Spots/Week 1	\$1,000.00	Rating 0.00						•
36 KNXV 09/13/12 09		Thursday Prime A	4	7pm-8pm	T	:30	1 \$2,000.	00 P-6	0.00 NM	1	\$2,000.00
	d Date /16/12	<u>Weekdays</u> T	Spots/Week 1	Rate \$2,000.00	Rating 0.00						
37 KNXV 09/16/12 09	9/16/12	Sunday Prime D Sunday Prime D	CM	9pm-10pm	S	:30	1 \$2,000.	00 P-6	0.00 NM	1	\$2,000.00
Week: 09/10/12 09/	d Date /16/12	Weekdays S	Spots/Week 1	Rate \$2,000.00	Rating 0.00						
E38 KNXV 09/12/12 09		M-F 10-1035pm 10pm News	CM	10pm-1035pr		:30	4 \$850.	00 P-3	0.00 NM	4	\$3,400.00
	d Date /16/12	<u>Weekdays</u> WTF	Spots/Week 4	Rate \$850.00	Rating 0.00						
39 KNXV 09/17/12 09	9/17/12	M-F 10-1035pm 10pm News	CM	10pm-1035pr	m M	:30	1 \$850.	00 P-3	0.00 NM	1	\$850.00
Start Date En	d Date	Weekdays	Spots/Week	Rate	Rating						



<u>Original Date / Revision</u> 09/11/12/ 09/11/12 <u>Order Sep</u> 00:20:00

Advertiser Carmona / Democrat / US S Product Carmona for Arizona Estimate # 1747

Ln Ch	Start	End	Inventory Code	Break	Start/End T	ime Days	Len Sp	oote	Rate Pri	Rtg Type	Tota Spots	als Amount
39 KNXV		2 09/17/12	M-F 10-1035pm	CM	10pm-1035p		:30	1	\$850.00 P-3	0.00 NM	3pois 1	\$850.00
			10pm News					-	*			4 000111
	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 09/		09/23/12	M M-F 1035pm-110	2pm CM	\$850.00	0.00)2pmWTF	:30	4	\$225.00 P-6	0.00 NM	4	\$900.00
40 KINAV	09/12/1	2 09/14/12	Nightline	zpiii Civi	1033piii-110)2piii wii	.30	4	\$225.00 F-0	U.UU INIVI	4	φ900.00
Sta	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 09/		09/16/12	WГF	4	\$225.00	0.00					_	
41 KNXV	09/17/1	2 09/17/12	M-F 1035pm-110 Nightline	2pm CM	1035pm-110)2pm M	:30	1	\$225.00 P-6	0.00 NM	1	\$225.00
Sta	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 09/		09/23/12	M	1	\$225.00	0.00						
42 KNXV	09/15/1	2 09/15/12	SA 10-1035pm 10pm News	СМ	10pm-1035p	omS-	:30	1	\$450.00 P-3	0.00 NM	1	\$450.00
Sta	rt Date	End Date	<u>Weekdays</u>	Spots/Week	Rate	Rating						
Week: 09/		09/16/12	S-	1	\$450.00	0.00						
43 KNXV	09/16/1	2 09/16/12	SU 10-1035pm 10pm News	СМ	10pm-1035p	omS	:30	1	\$850.00 P-3	0.00 NM	1	\$850.00
Sta	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 09/		09/16/12	S	1	\$850.00	0.00						
44 KNXV	09/12/1	2 09/14/12	M-F 1236am-110 M-F 1236am-110		1236am-110)amWTF	:30	4	\$75.00 P-3	0.00 NM	4	\$300.00
	rt Date	End Date	Weekdays WTF	Spots/Week	Rate	Rating						
Week: 09/ E 45 KNXV		09/16/12	Friday Prime C	CM	\$75.00 9pm-10pm	0.00 F	:30	1	\$1,700.00 P-6	0.00 NM	1	\$1,700.00
			Friday Prime C	O.V.	opini ropini	•	.00	·	ψ1,1 00.00 1 0	0.00 14111	•	ψ1,100.00
		2000 due to		0 1 - 00/ 1	Data	Detien						
Star Week: 09/	rt Date 10/12	End Date 09/16/12	<u>Weekdays</u> F	Spots/Week 1	Rate \$1,700.00	Rating 0.00						
		2 09/16/12	Sunday Prime B	СМ	7pm-8pm	S	:30	1	\$1,000.00 P-6	0.00 NM	1	\$1,000.00
			Sunday Prime B									
Star Week: 09/	rt Date	End Date	<u>Weekdays</u> S	Spots/Week	Rate	Rating						
		09/16/12	M-F 1pm-2pm	CM	\$1,000.00 1pm-2pm	0.00 WTF	:30	6	\$100.00 P-6	0.00 NM	6	\$600.00
77 10000	00/12/1	2 00/14/12	Right This Minute		ipiii Zpiii	WII	.00	Ü	ψ100.001 0	0.00 14141	Ü	Ψ000.00
	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 09/		09/16/12	WTF	6	\$100.00	0.00			#0.000.00 D.0	0.00 NIM	4	#0 000 00
⊏48 KNXV	09/12/1	2 09/12/12	Wednesday Prim Wednesday Prim		7pm-8pm	W	:30	7	\$2,000.00 P-3	U.UU INIVI	1	\$2,000.00
	rt Date	End Date	Weekdays	Spots/Week		Rating						
Week: 09/		09/16/12	W	CM		0.00 WTF	.20	2	¢100 00 D 0	0.00 NIN4	2	ድ ንባር ርር
E49 KNAV	09/12/1	2 09/14/12	M-F 3pm-4pm Katie	CIVI	3pm-4pm	WI F	:30	2	\$100.00 P-6	0.00 NM	2	\$200.00
Sta	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 09/	10/12	09/16/12	WГF	2	\$100.00	0.00						

*Tax 1 Note: Tax 0.5%. Totals 114 \$48,950.00